



Go Play Outside

With the

WDFW & the Washington Wildlife Coalition

An Affiliate Branch of the

Washington Wildlife Federation

Coalition Purpose:

To unite non-profit outdoor recreation and conservation organizations, to design and implement an outreach and education initiative “Go Play Outside” (GPO) directed at youth, women and aspiring outdoor recreational enthusiasts. Increase ethical and responsible outdoor recreation, and opportunities. Promoting outdoor skills, the proper management of fish, wildlife, habitat, and the conservation mindset.

The Need For A Coordinated Outreach Coalition:

Studies have shown that the citizens are farther removed from the environment than ever before and the majority of citizen's exposure to nature is through TV documentaries. The Washington Wildlife Federation feels through unified outreach and educational programs directed at youth, women, single parent families and urban citizenry, a new understanding of habitat conservation and wildlife management can be attained; insuring future generations will enjoy the beauty and excitement of outdoor recreation activities. This is also the first step on the continuum toward conservation activism, that can best be described as the five C's, Connection >Curiosity >Caring >Concern>Commitment to making a difference.

There are many natural resource based organizations all working within their specific areas of interest, yet collaboration amongst the different interests is marginal at best. Many efforts are duplicative and not part of an organized planned effort to pass on the conservation mindset that is a part of our heritage. In June 2001 our Executive Director started working with the Washington Department of Fish and Wildlife (WDFW) on ways that we could engage with a pilot outdoor recreation partnership initiative named Go Play Outside (GPO). Since then, we have worked with the WDFW to develop the Washington Wildlife Coalition and further the GPO concept.

The Federation is now the contracted primary partner with this WDFW/GPO initiative and is seeking out other non-profit organizations to join our affiliate coalition branch “The Washington Wildlife Coalition”. Included in the GPO initiative is the National Wildlife Federation's Naturelink program and participating in youth and women's programs. These programs link people back to nature, traditional outdoor recreational activities and are designed to increase appreciation and commitment to conservation of our natural resources.

WWC Member Benefits:

Member organizations participating in the coalition will benefit greatly by this united conservation outreach and education effort. Membership recruitment and the perpetuation of an organization's mission is always a primary goal, name recognition is the first step to attaining this goal. Each member will have event opportunities to pass on their specific outdoor recreation and conservation knowledge to interested youth and families, on a local and statewide basis. As the external partner of the WDFW Go Play Outside program, coalition members will be publicly recognized for their efforts. Interaction with the other member organizations will create a clearer vision for the future. Resource sharing, organizational development, and collaborative events are key to the success of the Go Play Outside program and will increase the effectiveness and membership of the coalition organizations. The coalition will develop GPO logo goods/products to help fund its efforts at local levels and connect non-profit organizations with a funding infrastructure of individual donations, foundation grants, corporate, and commercial sponsors.

Completed Short-term Goals:

Most of the Washington Wildlife Federation's short-term goals for 2002 have been completed successfully, with several organizations giving commitments to the coalition and most of the coalitions initial organizational development completed. The WWF working with other organizations hosted or participated in 3 GPO events this spring and are scheduling next year's events currently.

- We assisted the Mt. St. Helens Preservation Society's Outdoor Show at the Eco Park facility on May 18th in Toutle WA (over 700 attendees)
- We organized the June 15th Go Play Outside Hunter's Clinic at Bobs Sporting Goods in Longview WA. (Over 500 attendees including a collective seminar/activities attendance totaling 181 people)
- Organized and participated with 3 events at the Cispus Natural Resources Youth Camp in Randle WA. (65 youth participated)

Short-term Goals In Process: (Developed in April 2002)

- Increasing the coalitions membership to 10 organizations by the end of 2002.
- Planning and development of increased local and statewide activities in 2003 and a schedule of events by the end of January of 2003.
- Development of long-term goals and objectives reflected in a comprehensive coalition strategy by the end of January 2003.
- Development of initial GPO product line by January 2003.
- Host a Naturelink Conservation Event in the spring/summer of 2003
- Increasing the coalitions membership by an additional 10 organizations by the end of 2004.

Long-term Vision:

- Our long-term goal of uniting these conservation and recreation education efforts within a coalition working toward a 2005-2006, partnership with the WDFW in hosting the first Fish and Wildlife Heritage Exposition similar to Wyoming's.
- Self sustained coalition staff infrastructure and funding base supported by GPO products, individual donations, foundation grants and commercial sponsorships.
- A 10-year vision of the development of a fully staffed facility located somewhere in central Washington State (or possibly two locations, one east and one west) for the purpose of; conservation education, conservation history and ethics, exhibitions and symposiums, ethical outdoor recreation education, hunter/angler conservation summer camps for youth and families, organizational development events and retreats. The vision for this conservation center includes housing, kitchen, meeting rooms, etc. and provide outdoor learning areas for fishing, shooting sports, hunting, habitat, wildlife enhancement, etc.

Status and Conclusion:

The Washington Wildlife Federation is committed to responsible outdoor recreation, ethical hunting and fishing, mentoring and creating a greater understanding about our environment, wildlife and habitat management through outreach and education programs. The development of the Washington Wildlife Coalition and the collaborative efforts of the member organizations are imperative to increase the support and involvement in outdoor recreation and develop the needed conservation mindset in a larger percentage of the citizenry of Washington State. If we expect our youth to be stewards of the natural resources and wild places, it is essential that they directly experience and learn to appreciate and love the outdoors. The responsibility to ensure that happens rests with each of us.

If you or your organization would like to play a leadership role this collaborative effort, please

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